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By Russell S. Winer

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Offers an overview of pricing research: measurement and scaling issues, behavioral response to price, pricing tactics, empirical research, game-theoretic models, pricing on the Internet, and directions for future research.

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Bibliography**

- Sales Rank: #2189775 in Books
- Brand: Brand: Marketing Science Institute
- Published on: 2005-12-06
- Number of items: 1
- Binding: Paperback
- 82 pages

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About the Author

Russell S. Winer is the Deputy Dean and William Joyce Professor of Marketing at the Stern School of Business, New York University.

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